



Amazon Underground User Experience

November 2015

Confidential and Proprietary

EXHIBIT 5718.R

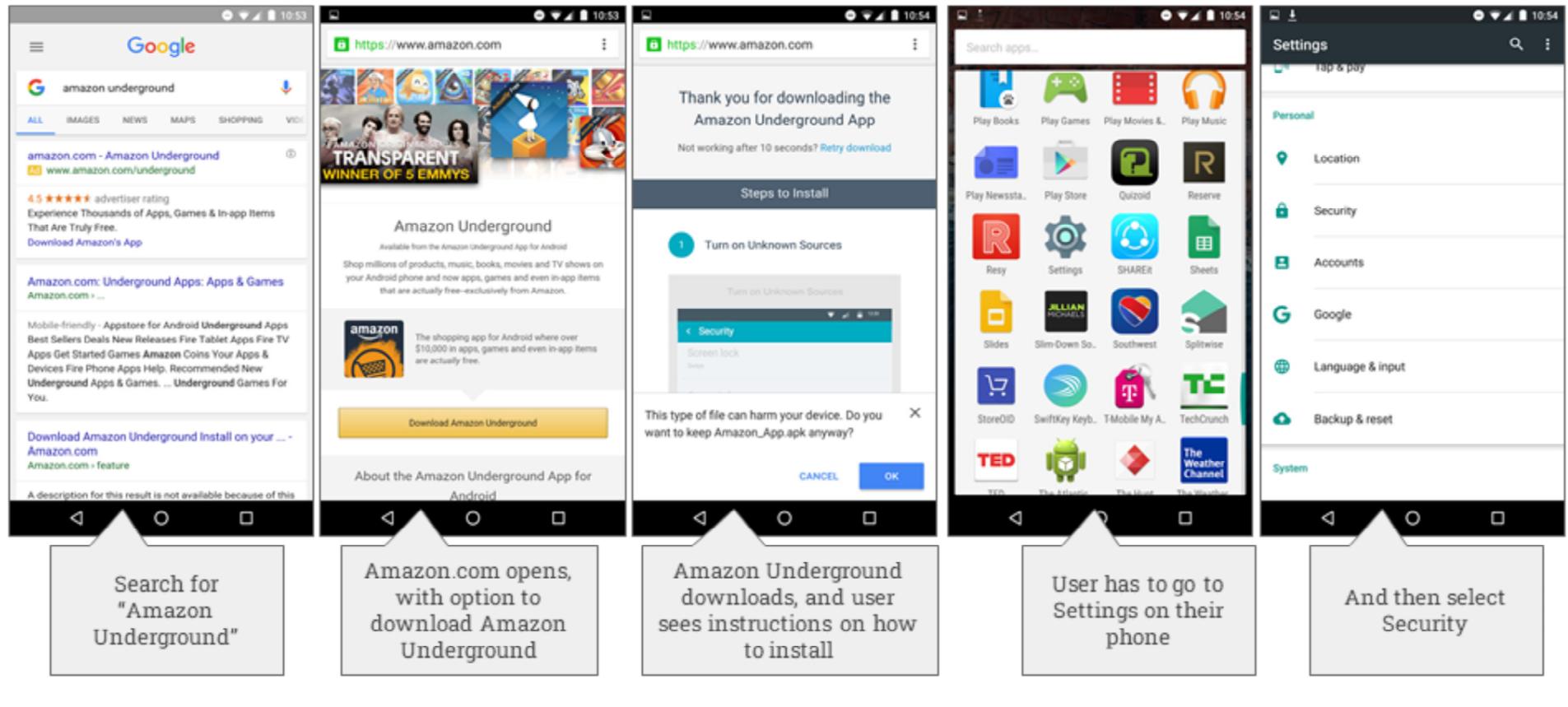
HIGHLY CONFIDENTIAL- ATTORNEYS' EYES ONLY

GOOG-PLAY-000575018.R

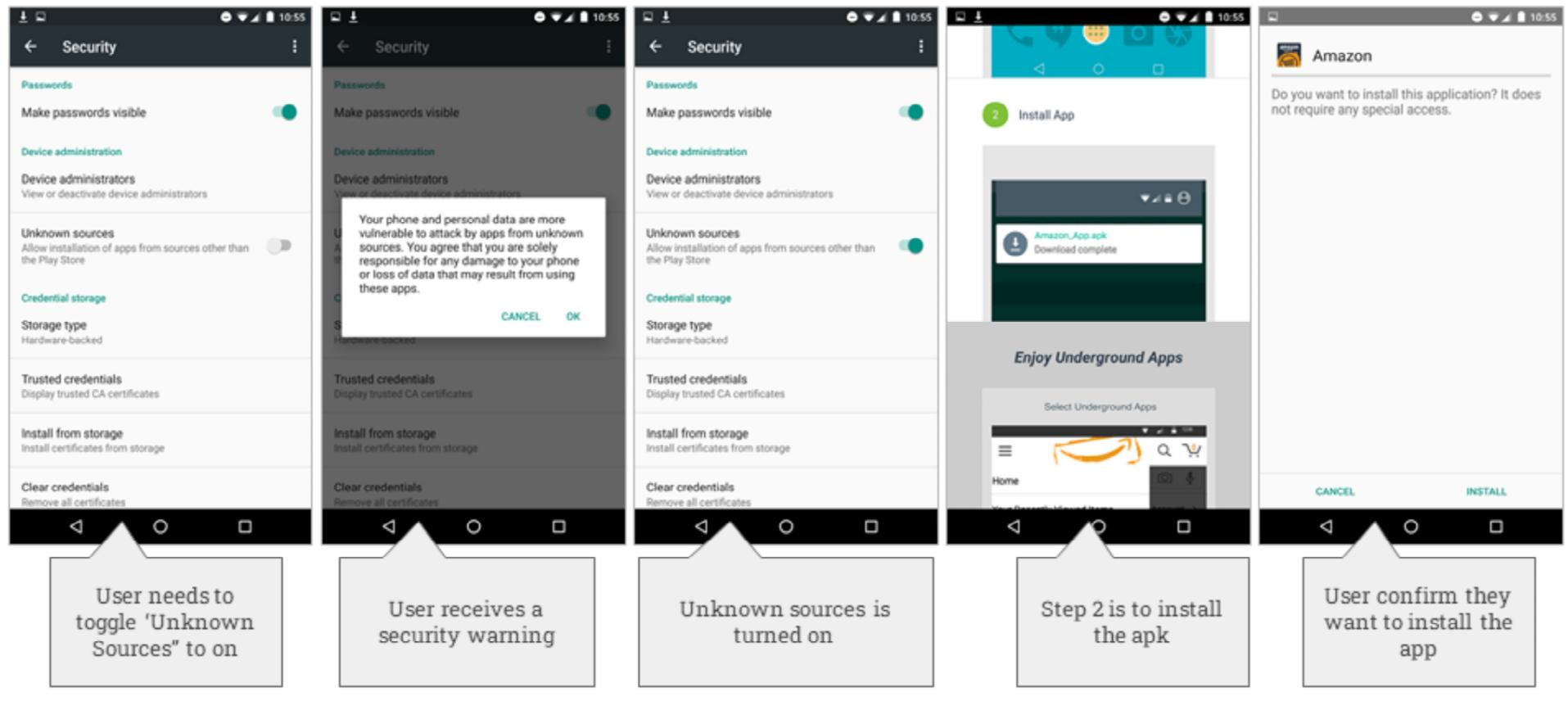
EXHIBIT 5718.R-001

Installing the Amazon Underground App

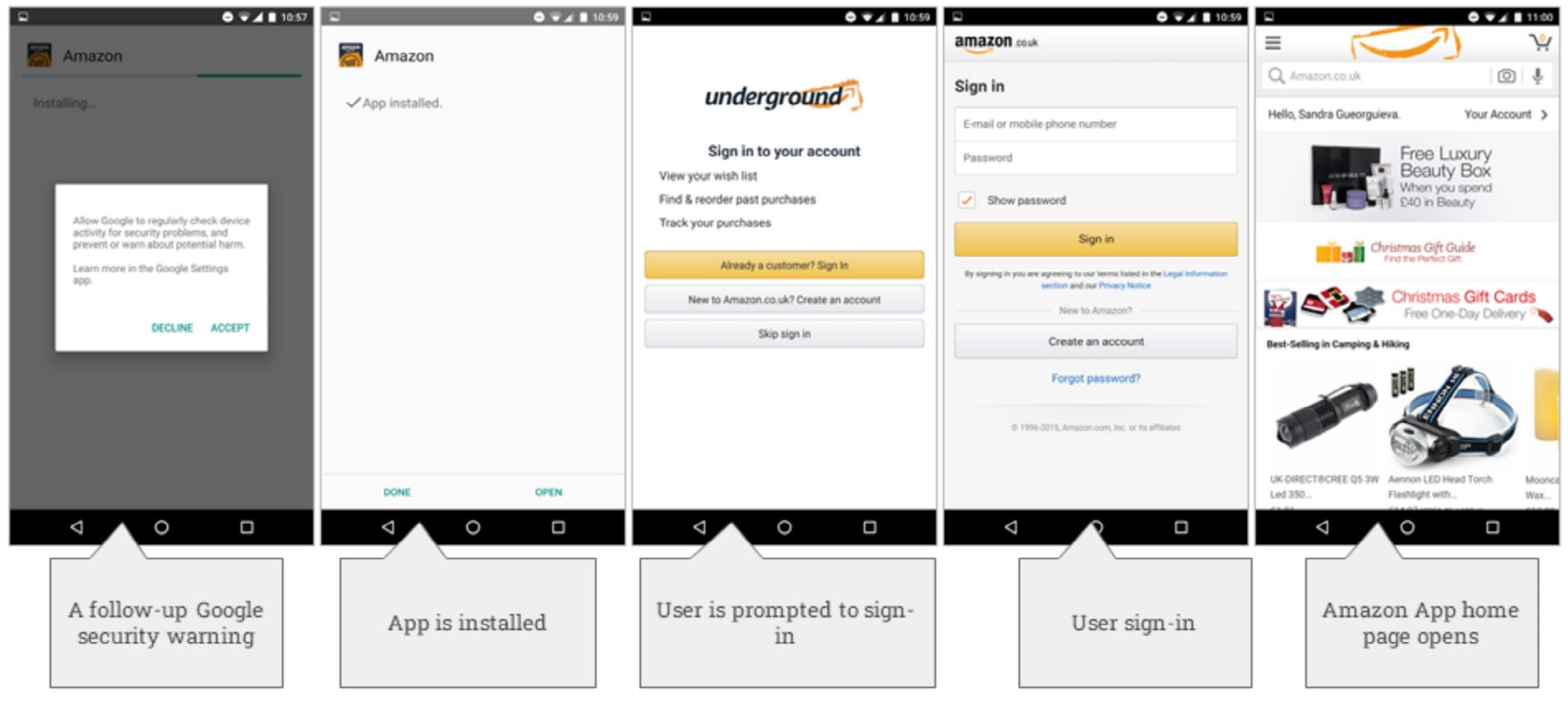
Installing the App from an Android phone:



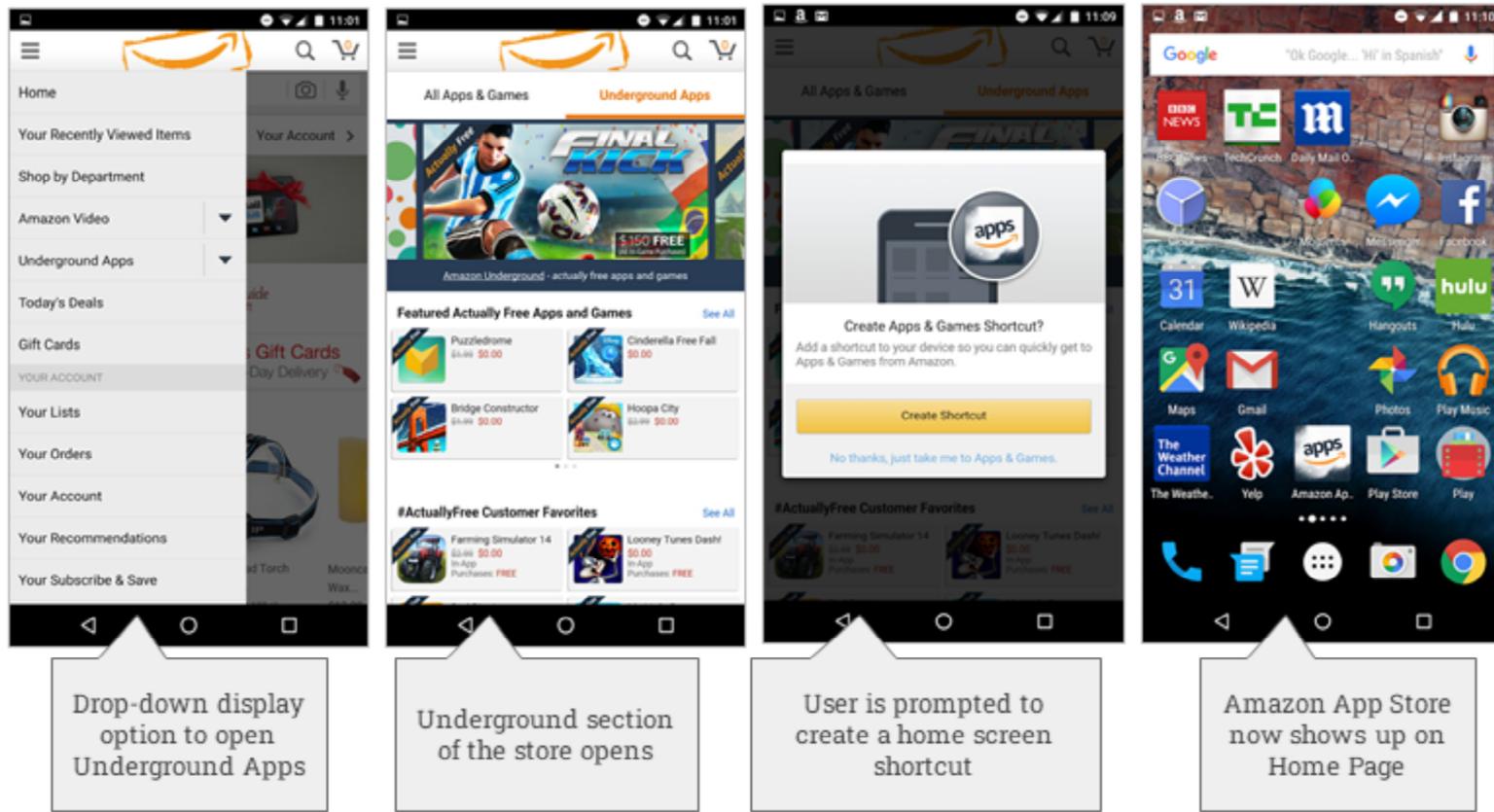
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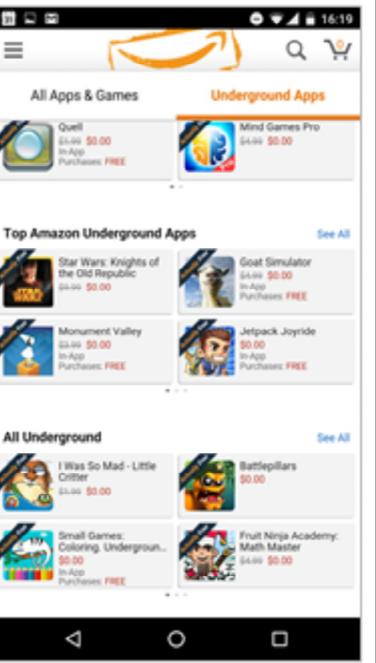
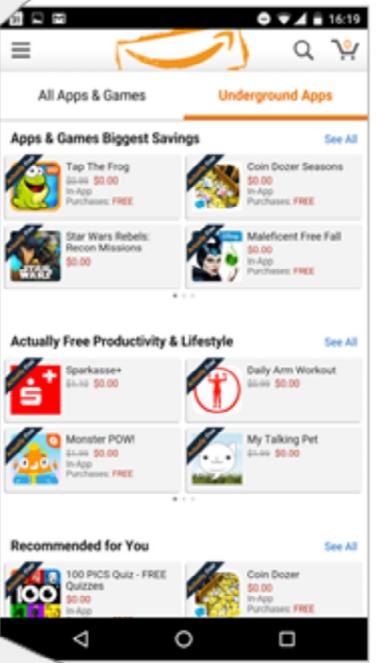
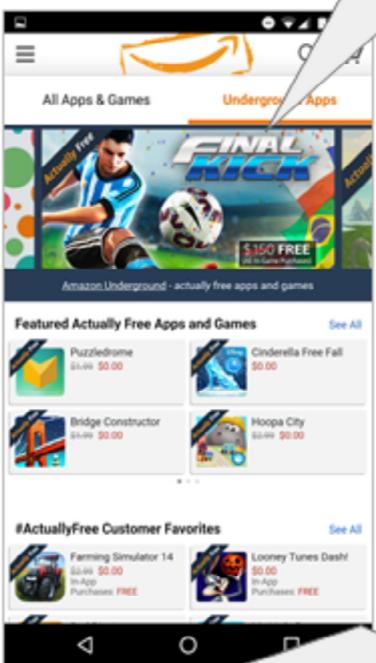
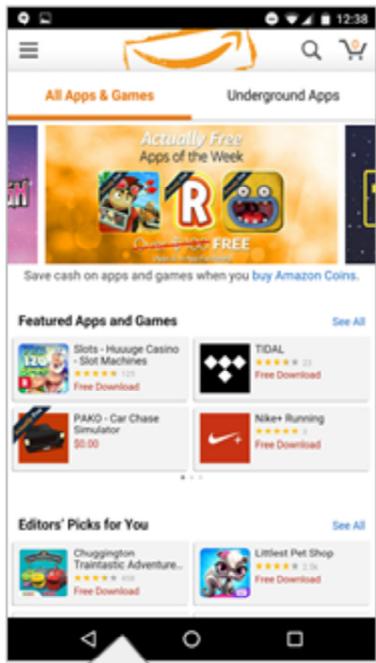
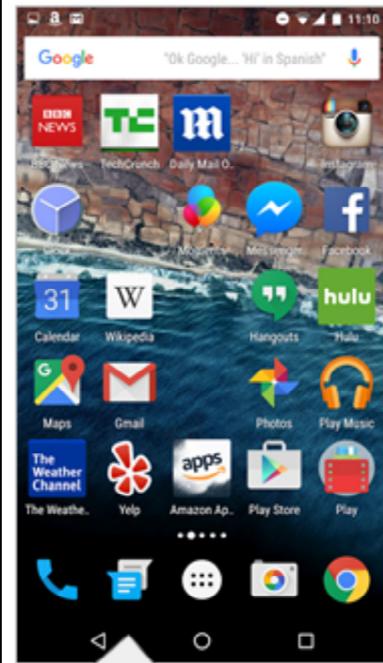


Installing the App from an Android phone:

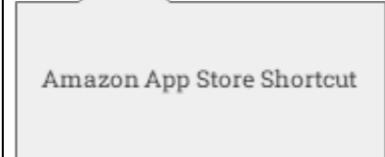


The Amazon Underground App Home Page Experience

The Underground Apps Home Experience:



User can scroll through Highlights row - 10 featured titles



Underground Home Page Clusters: Featured Actually Free Apps and Games; Actually Free Customer Favorites; Apps and Games Biggest Savings; Actually Free Productivity & Lifestyle; Recommended for You, Top Amazon Underground Apps; All Underground

For each cluster you can see 4 titles, and can scroll across 2 times, displaying a total of 12 titles per cluster

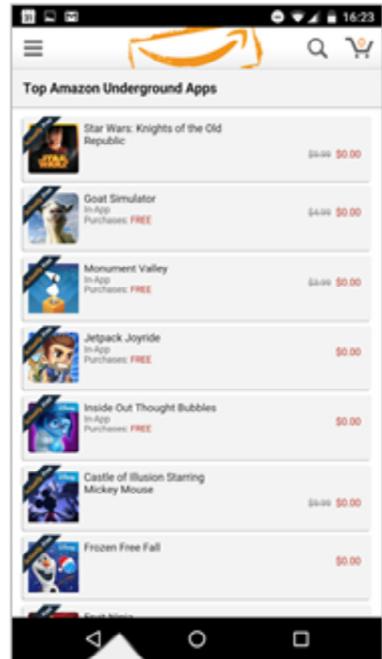
Underground Apps Clusters:

The image displays five screenshots of the Underground Apps mobile application, each showing a different cluster of free apps. The clusters are:

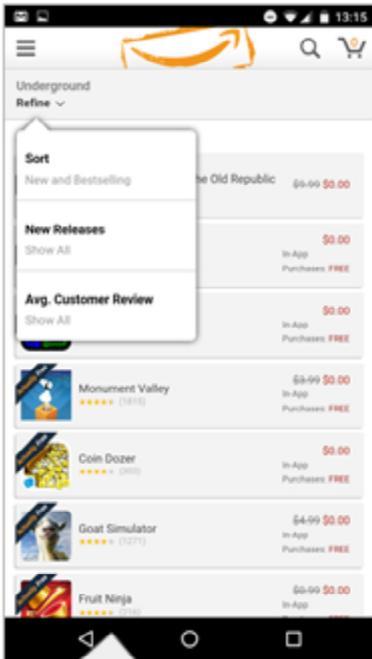
- Featured Actually Free Apps and Games:** 20 titles listed.
- #ActuallyFree Customer Favorites:** 30 titles listed.
- Apps & Games Biggest Savings:** 36 titles listed.
- Actually Free Productivity & Lifestyle:** 38 titles featured.
- Recommended for You:** 10 titles listed.

Each screenshot shows a grid of app icons with their names and price status (In-App Purchases: FREE or \$0.00). The interface includes a navigation bar at the bottom with arrows and a search bar at the top.

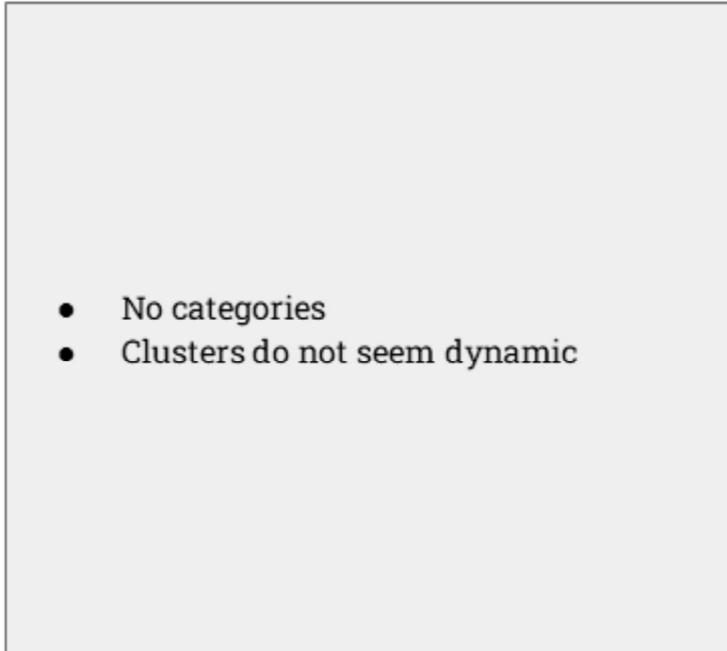
Underground Apps Clusters:



Top Amazon
Underground Apps: ~100
titles listed



All Underground: Can
sort by new releases,
average customer
reviews, and bestselling



The App Detail Page Experience

App Detail Page:

The screenshots show the following sections of the app detail page:

- Key Details:** Includes a scrollable highlights row, developer information (Playdots Inc, 5 stars, 26 reviews), and a description: "The beautiful and addictive hit game Dots is now available on Android phones and tablets! The task is simple; connect as many same-colored dots as you can in 60 seconds. Get competitive by connecting Twitter and Facebook to see your friends' scores on the High Scores list. For the first time in Dots, an un-timed, moves-based mode is available; kick back and take your time while...".
- Customer Reviews:** Displays a 4.5-star rating from 26 reviews. A chart shows the distribution of reviews: 5 star (17), 4 star (3), 3 star (2), 2 star (2), 1 star (2). Buttons for "Create your own review" and "See all 26 reviews" are present.
- Product Details:** Lists developer information (All Ages, English, French, German, Italian, Korean, Russian, Spanish), file size (19.6MB), ASIN (B00ZGUTUP2), original release date (June 15, 2015), version (1.0.3ac), developer's privacy policy, and seller information (Amazon Digital Services, Inc.). It also lists permissions: PowerManager WakeLocks to keep processor from sleeping or screen from dimming, Write to external storage, and Allows sending in-app billing requests and managing in-app billing transactions.
- More Apps By This Developer:** Shows four other apps by Playdots Inc: "Two Dots" (4.5 stars, Free Download), "Dots: A Game About Connecting" (4.5 stars, Free Download), "Game of War - Fire Age" (4 stars, \$1.99), and "Monument Valley" (4.5 stars, \$0.99).

Annotations below the screenshots provide additional context:

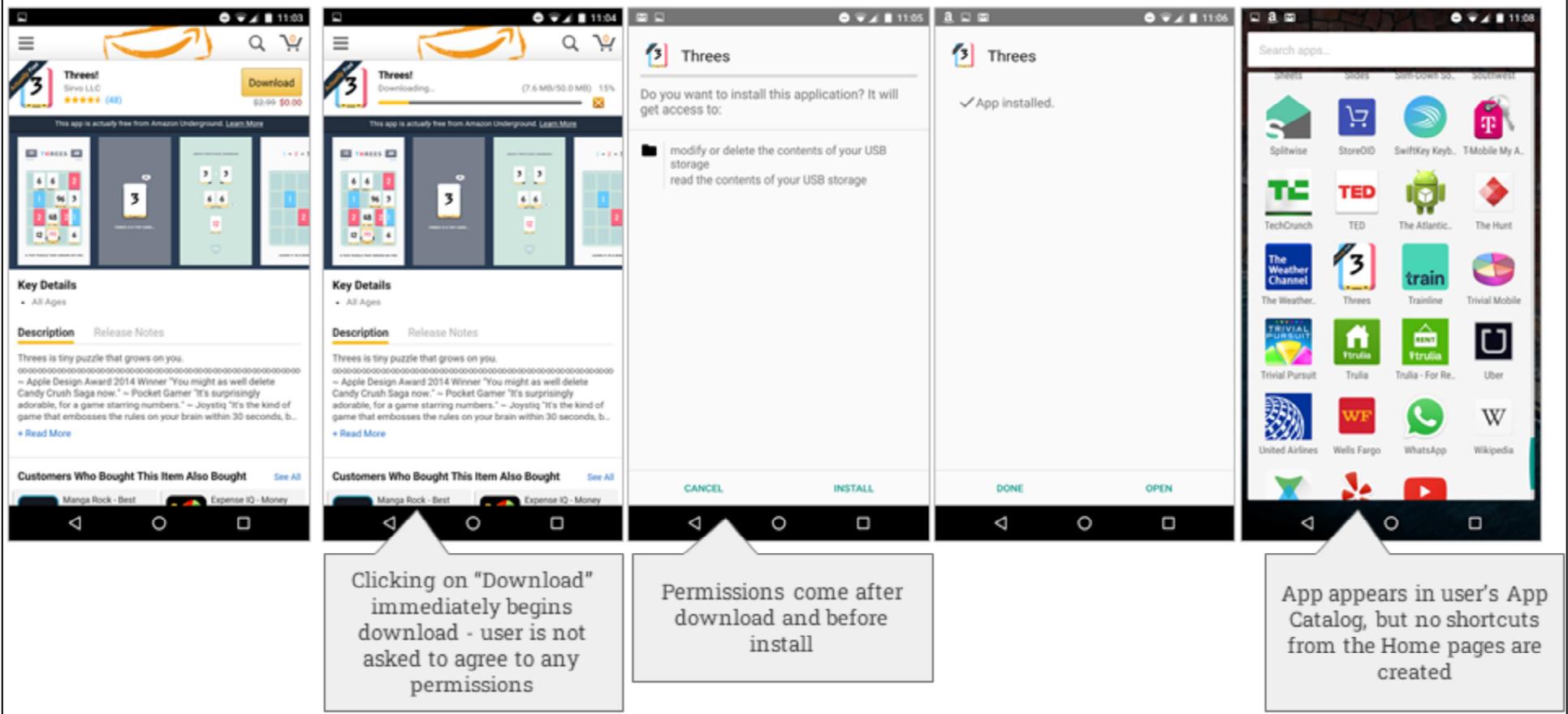
- App Detail Page includes a scrollable highlights row, Key Details, Description**
- "Customers Who Bought This Item Also Bought"** displaying 4 titles, with option to scroll left twice, displaying 12 titles total. "See More" opens a large list of titles.
- Customer Reviews, with 3 customer reviews displayed**
- Product Details, Permissions**
- More Apps By This Developer, displaying 4 titles, with option to scroll left twice, displaying 12 titles total.**

App Detail Page:

The screenshot shows the app detail page for 'Monument Valley' on the Amazon App Store. At the top, there's a large download button labeled 'Download' with a price of '\$3.99 \$0.00'. Below it, a note says 'In-App Purchases: FREE'. A callout box points to this area with the text: 'For apps which are traditionally paid, the original price is displayed and then crossed out. There is however no break out of IAPs and what the user is saving there.' In the center, there's a video player showing a developer video with the text 'Developer video embedded in highlights row'. Below the video, the 'Description' tab is selected, showing a detailed description of the game. Another callout box points to the description text with the same note about pricing. At the bottom, there's a section for 'Customers Who Bought This Item Also Bought'.

Installing An App

Installing An App:



App Install Receipt:

Kindle eBooks | Your Account | Amazon.com

Order Confirmation
Order #D01-4399636-8654219

Hello Sandra Gueorguleva,
Thank you for shopping with us. Amazon Appstore lets you instantly download games and mobile apps to your device. You can manage your apps and devices connected to your account from Your Apps and Devices.

Manage your apps and connected devices in:
[Your Apps and Devices](#)

Order Details
Order #D01-4399636-8654019
Placed on Thursday, December 10, 2015

Item	Price
Threes!	\$0.00
Amazon Appstore Sold by Amazon Digital Services, Inc.	
Review this item	
Facebook	
Twitter	
Reddit	

Item Subtotal: \$0.00
Promotions: -\$0.00
Total Before Tax: \$0.00
Tax Collected: \$0.00
Grand Total: \$0.00

Learn more about Amazon Appstore in [Help](#).

We hope to see you again soon!
[Amazon.com](#)

Customers Who Bought Threes! Also Bought

Item	Price
Threes!	\$1.99
Raid Herring	\$0.00
2 Little Words	\$0.00

You can view your receipt or invoice by visiting the [Order details page](#).
This email was sent from a notification-only address that cannot accept incoming email. Please do not reply to this message.

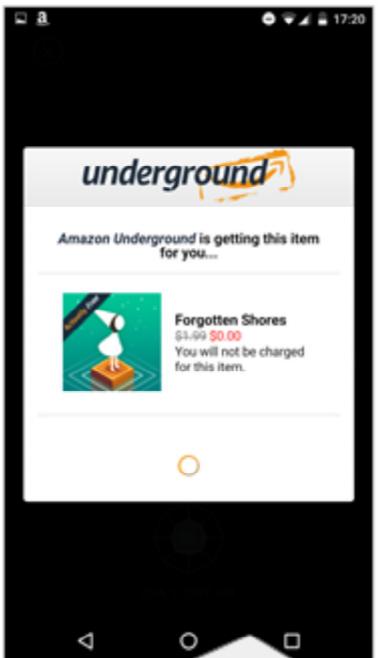
User is emailed app acquisition receipt, with up-sell suggestions to similar apps at the bottom

Making an In-App Purchase

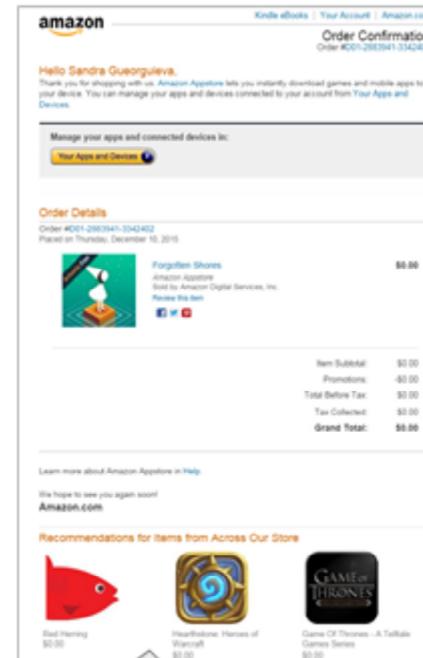
Making an IAP:



When you first open an app with IAP, user receives a notifications that everything in the app will be free



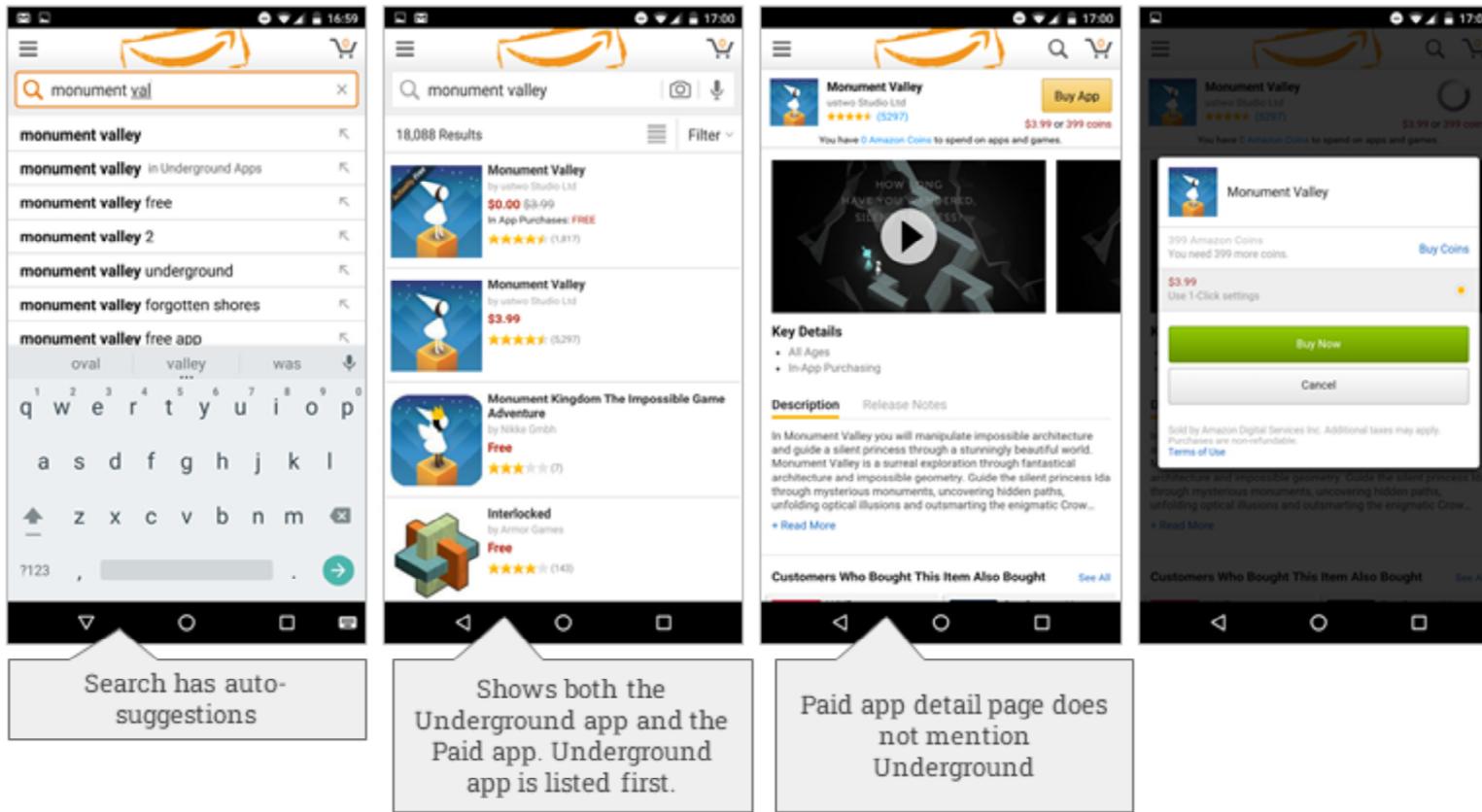
User selects an IAP as normal, and is told that Amazon Underground is getting the item and that they will not be charged. Original price of IAP displayed



User receives email confirmation of purchase

Searching for An App

Searching for a New App:



Searching for an Already Owned App:

